

# Nebraska Families Have The Right Stuff Campaign

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A Nebraska Campaign to promote awareness of the value of parents and other adults, especially in the teen alcohol/illegal substance use and violence prevention formula.

## **Vision**

Every Person, everywhere, every day understands their responsibility in raising Nebraska's children.

## **Mission**

To emphasize the importance of effective parenting in nurturing children to become healthy, caring, and contributing citizens.

## **What the Campaign Offers**

- ♦ Opportunity for local organizations and businesses to promote awareness, education, and available effective parenting resources to their employees and members thus improving the community and work environment.
- ♦ Potential link with other organizations and businesses embracing the Nebraska Families Have The Right Stuff campaign.
- ♦ Increased visibility for parenting programs, resources, and issues thus improving the ability of individuals and communities to reduce the incidence of youth problems.
- ♦ Clearinghouse services-campaign materials, assistance, referral, and networking.

## **Nebraska Families Have The Right Stuff Campaign Philosophy Supports these Parenting Strategies:**

- ♦ Provide time to nurture a loving relationship between parent and child.
- ♦ Using positive discipline to shape children's behavior.
- ♦ Help children establish prosocial ideals and bonds
- ♦ Supervise and monitor children, particularly during high-risk ages (10-to-15years old).
- ♦ Set, state and enforce a no-use rule for teen alcohol, tobacco, and illegal drug use.
- ♦ Be a positive role model for your children.

## **Purposes of the Nebraska Families Have The Right Stuff Campaign:**

To celebrate people who are raising their children and:

- ♦ Draw public attention to the critical importance of parenting for raising children who grow up to be healthy, caring, and contributing citizens.
- ♦ Promote education and resources for developing parenting skills throughout the year.
- ♦ Promote locally planned events in February each year with focus on parenting and networking.

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Nebraska Alcohol and Drug Information Clearinghouse - Nebraska RADAR Network  
[www.prevlink.org](http://www.prevlink.org) - (800) 648-4444

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